

A conference to help community decision-makers make it easier for residents to be active and eat right!

MONDAY

NOVEMBER 8, 2004



DESIGNING HEALTHY LIVABLE COMMUNITIES

Presented by
**Michigan Department
of Community Health**

With support from
American Heart Association

**C.S. Mott Group for Sustainable Food
Systems, Michigan State University**

Registration materials enclosed.

**Kellogg Hotel and
Conference Center
East Lansing, Michigan**

*Early registration
deadline is October 29.*





DESIGNING HEALTHY LIVABLE COMMUNITIES

NOVEMBER 8, 2004

**Kellogg Hotel and
Conference Center
East Lansing, Michigan**

CONFERENCE PURPOSE

In some Michigan communities a healthy lifestyle could be chosen if barriers to physical activity and healthy eating were removed. The second annual Designing Healthy Livable Communities Conference will present national experts and Michigan leaders to talk about ideas to help people make healthy choices. This conference will provide:

- ▶ A clear and comprehensive vision of what a community that promotes healthy nutrition and physical activity looks like, based on best practices.
- ▶ Specific ideas for improving public health through land use, community design and transportation choices.
- ▶ Proven tools and resources to accomplish the goal of designing healthy communities
- ▶ New relationships with counterparts in other communities who are also working toward creating healthier places to live.
- ▶ The beginning of an action plan for communities.
- ▶ A place to network with other professionals working to design healthier communities.

WHO SHOULD ATTEND?

- ▶ Bicycle and pedestrian advocates
- ▶ Chambers of Commerce
- ▶ Civic and service organizations
- ▶ Community health representatives (local public health and hospitals)
- ▶ County Extension
- ▶ Dietitians and nutritionists
- ▶ Economic development specialists
- ▶ Elected and appointed officials
- ▶ Faith-based organizations
- ▶ Farm Bureau members and other agricultural groups
- ▶ Health care professionals
- ▶ Law enforcement professionals (crime and traffic)
- ▶ Local community groups
- ▶ Neighborhood associations
- ▶ Parks and recreation professionals
- ▶ Planners and planning commissioners
- ▶ Residential and commercial developers
- ▶ School board and PTSA representatives
- ▶ Trail supporters
- ▶ Transportation professionals
- ▶ Youth leaders
- ▶ Zoning administrators

CONFERENCE PLANNING PARTNERS

*The Conference
Planning Partners
invite everyone
involved in
the planning,
development and
administration of
a community
to attend
Designing Healthy
Livable
Communities!*

**American Heart Association,
Greater Midwest Affiliate**

**American Society of Landscape
Architects, Michigan Chapter**
**Association of Pedestrian and
Bicycle Professionals**

**Governor's Council on Physical
Fitness**

**Institute of Transportation
Engineers, Michigan Chapter**
League of Michigan Bicyclists

**Michigan Association for Local
Public Health**

Michigan Association of Regions

**Michigan Department of Natural
Resources**

**Michigan Department of
Transportation**

Michigan Dietetic Association

Michigan Environmental Council

**Michigan Health & Hospital
Association**

Michigan Municipal League

Michigan Public Health Institute

**Michigan Recreation and Park
Association**

**Michigan State University
Extension**

Michigan Townships Association

Office of Highway Safety Planning

Rails to Trails Conservancy

**Tri-County Regional Planning
Commission**

**Urban Transportation Planning
Directors of Michigan**

HOTEL INFORMATION

- ▶ The entire conference will be held at the KELLOGG HOTEL AND CONFERENCE CENTER, on the campus of Michigan State University in East Lansing, Michigan. **Parking is \$5.00 per day.**
- ▶ A block of rooms has been reserved at the Kellogg Hotel and Conference Center for the night of November 7. **The block will be released on October 18.**
- ▶ Call the Kellogg Center at 517-432-4000 by **OCTOBER 18** to reserve a room at the conference rate of \$65 plus tax. Reference the Michigan Department of Community Health conference.

DIRECTIONS

BUS TRANSPORTATION IN THE LANSING AREA:

For local bus service to the Kellogg Center, call the Capital Area Transportation Authority (CATA) at 517-394-1000, or check www.cata.org.

FROM ANN ARBOR

U.S.-23 North to I-96 West, to U.S.-127 (exit 106) North. Go 3.1 miles to Trowbridge Road exit East, then .5 miles to Harrison Road. Turn left/north on Harrison. Go approximately one mile (through four traffic lights). The Kellogg Center is on your right.

FROM DETROIT

I-96 West to U.S. 127 (exit 106) North. Go 3.1 miles to Trowbridge Road exit East, then .5 miles to Harrison Road. Turn left/north on Harrison. Go approximately one mile (through four traffic lights). The Kellogg Center is on your right.

FROM FLINT

West on I-69 to U.S. 127 (exit 89) South. Go 5.5 miles to Trowbridge Road exit East, then .5 miles to Harrison Road. Turn left/north on Harrison. Go approximately one mile (through four traffic lights). The Kellogg Center is on your right.

FROM GRAND RAPIDS

East on I-96 to I-496 (exit 95) East. Go 9.7 miles to Trowbridge Road East (exit 9), then .5 miles to Harrison Road. Turn left/north on Harrison. Go approximately one mile (through four traffic lights). The Kellogg Center is on your right.

FROM KALAMAZOO

I-94 East to I-69 North to I-496 East. Take Trowbridge Road (exit 9) then .5 miles to Harrison Road. Turn left/north on Harrison. Go approximately one mile (through four traffic lights). The Kellogg Center is on your right.

REGISTRATION INFORMATION

EARLY REGISTRATION FEE: \$75 per person or \$65 per person for community teams of four or more who register together.
Registration form must be received by October 29; payment may follow.

FULL REGISTRATION FEE: \$125 per person for all registrations received after October 29.
\$90 per person for group registrations received after October 29.

CANCELLATION POLICY

1. Full refunds, less a \$10 processing fee, are available until **October 29 only**.
2. A **written notice of cancellation** must be received by October 29, either by fax (517-663-5245) or e-mail (DMSdiane@concentric.net).
3. If you do not cancel by October 29 and/or do not attend the conference, payment in full is expected.

NEED MORE INFORMATION?

CONTACT DIANE DRAGO:

Telephone: 517-663-5147

Fax: 517-663-5245

E-mail: DMSdiane@concentric.net

Web site: www.michigan.gov/cvh



**DESIGNING
HEALTHY LIVABLE
COMMUNITIES**

7:45 A.M.

Registration and Healthy Continental Breakfast with the Exhibitors

8:30 A.M.

Welcome

Kimberlydawn Wisdom, MD
Michigan Surgeon General

8:45 A.M.

Building and Designing Healthy Livable Communities

Dan Burden, Executive Director
*Walkable Communities, Inc.,
High Springs, FL*

After years of designing communities for the automobile, it has become imperative to turn to designs that help people become more active. This session will include an overview of key elements of community design that promote walkability and encourage bicycling, which improves the emotional and physical health of its citizens, and also can boost the local economy.

9:30 A.M.

Eating Well in Michigan

Mike Hamm, C.S. Mott Endowed Professor for
*Sustainable Agriculture
Michigan State University Departments of Community,
Agriculture and Resource Studies; Crop and Soil Sciences;
Food Science and Nutrition*

Michigan has within its borders the ability to provide one of the healthiest diets in the country for its residents. Professor Hamm will demonstrate how we can take advantage of our agricultural abundance and demonstrate how communities can build healthy, livable communities that provide ample access to healthy foods, now and in the future.

10:00 A.M.

Break with the Exhibitors

10:30 A.M.

Concurrent Workshops: Group A

Session #1:

► Getting Mobile with Dan

Dan Burden, Executive Director
Walkable Communities, Inc.

Join Dan Burden for an **outdoor, interactive** workshop to discuss the design elements of a walkable community. Mr. Burden will

highlight what encourages residents to be active and the barriers that discourage active living using the surrounding environment as a model.

Session #2:

► Increasing Access to Fresh Michigan Food in Every Community

MODERATOR:

Mike Hamm, C.S. Mott Endowed Professor for
*Sustainable Agriculture
Michigan State University Departments of Community,
Agriculture and Resource Studies; Crop and Soil Sciences;
Food Science and Nutrition*

PANELISTS:

Anja Mast, Farmer

Trillium Haven Farms, Jenison, MI

“Community Supported Agriculture”

Amanda Maria Edmonds, Executive Director

Growing Hope, Ypsilanti, MI

“Community and School Gardens”

Julie Stanley, Executive Chef and Owner

Food Dance Café, Kalamazoo, MI

“Chef’s Collaborative”

Barbara James Norman, Farmer/Direct Farm

Marketer, Covert, MI

“Farmers’ Markets”

During this workshop, you will learn from some of Michigan’s most clever, community-based social and business entrepreneurs about how they have worked to improve access to healthy foods in their communities.

Session #3:

► The Economic Impact of Healthy Community Design

Risa Wilkerson, Director, Active Community
Environments, Governor’s Council on Physical Fitness

Health and economics go hand-in-hand with a successful and healthy community. The health of residents and the economy can soar with a positive impact or ruin a community’s livelihood. This workshop will explore the economic impact health can have on your community and the benefits to a supportive environment.

Session #4: Site Design for Healthy Living

Rodney Arroyo, AICP, Vice President
Birchler Arroyo Associates, Inc., Lathrup Village, MI

This is a “hands-on” workshop that will provide practical information on site designing for healthy, livable communities—those under development and established communities looking to incorporate healthy living amenities.

Session #5: Taking It to the Local Level: Communities Implement Best Practices

Robert Glandon, Ingham County Commission
“Environmental Assessment Initiative”

Mr. Glandon will discuss the Ingham County initiative to conduct a land use/health environmental assessment, which convened a regional panel of experts to focus attention, generate consensus and initiate actions which increase awareness of the relationships between land use and public health in the county.

Kristin Hendricks
Fitness Council of Jackson, Jackson, MI
“Walkable Communities Task Force”

Project U-Turn, an Active Living by Design project in Jackson, Michigan, is trying to increase active transportation for short trips. Learn how this project uses a variety of strategies and collaborations with the public transportation system to increase the safety of and availability for citizens to be active during their daily lives.

12:00 NOON Luncheon

12:45 P.M. Awards Presentation

Promoting Active Community Awards will be presented by the Governor’s Council on Physical Fitness and the Michigan Department of Community Health.

The Promoting Active Communities Award recognizes communities that are making it easier for residents to be physically active. The award application is a self-assessment process which results in a better understanding of community strengths and ideas for improvement.

Information and the application can be found at www.mihealthtools.org/communities.

1:30 P.M. Workshop Sessions: Group B

Session #6: Traffic Calming

Dan Burden, Executive Director
Walkable Communities, Inc.

Traffic calming is a priority for many communities, but they are usually unsure about their options. Dan Burden will highlight several different options to increase safety, slow down traffic and keep the traffic flowing. He will share recent remedies and how to take action when you return to your own community challenges.

Session #7: Improving the Nutrition Environment through Food Access, Systems Design and Collaborative Partnerships

MODERATOR:
Quentin Moore, Project Coordinator
Michigan Public Health Institute, Okemos, MI

PANELISTS:
Kami Pothukuchi, Assistant Professor
Wayne State University, Detroit, MI
“Food Systems”

Todd Wickstrom, Managing Partner
Zingerman’s Deli, Ann Arbor, MI
“Agrarian Adventure and
Community Gardens”

Ray King
Michigan Coalition of Black Farmers, Detroit, MI
“Community Collaborations”

Paris Watson, Project Manager
Promoting Healthy Eating in Detroit, Ann Arbor, MI
“Community Collaborations”

This panel will identify the principles of food systems and their effects on access. The audience will learn about exciting projects and initiatives that are working in Michigan and obtain resources that can be used in their own communities to improve the nutrition environment.



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Session #8:

► Designing Out Crime

Nick Lomako, AICP, PCP

Senior Vice President

Wade Trim, Taylor, MI

George Patak, Crime Prevention Expert

City of Ann Arbor Police Department

This workshop will draw on the public and private sectors for a discussion of how the creation and maintenance of a community's physical environment can reduce the opportunity for predatory crime, as well as the fear of crime. It will identify key partners to collaborate with in implementing changes, thereby increasing safety and promoting healthier communities.

Session #9:

► Michigan's Cool City Initiative: An Avenue to Revitalize Michigan

Robert Johnson

Senior Executive Assistant Director

Michigan Department of Labor and Economic Growth

Michigan is standing out on the map for its Cool City Initiative. This Initiative, spearheaded by Governor Granholm, focuses on revitalizing Michigan cities to keep Michigan's talent at home. Learn about some of the Cool City projects, health components, resources, and the survey results of what qualifies as a "cool city."

Session #10:

► Youth as Partners in Creating Healthy Communities

Kristin Hendricks

Fitness Council of Jackson

"Project U-Turn"

Shannon Harris and Grand Rapids Youth Panel

City of Grand Rapids

"Youth Symposium on Long-Term Planning"

City of Farmington Hills

Youth and Planning Commissions

Young people can assist in building vital communities where they will continue to live and invest. Several Michigan communities are engaging youth in a variety of decision-making efforts. Session participants will learn best practices to meaningfully engage youth in community design and planning. They will

also receive tools to assist them in working with youth to create communities that facilitate active, healthy lifestyles. The panel will include researchers, professionals and youth who will provide resources and current examples of successful youth partnerships.

3:00 P.M.

Break

3:15 P.M.

Stretch Break

Closing Session: Healthy Communities and Happiness

Catherine O'Brien, PhD

Centre for Sustainable Transportation

The Ottawa Valley, Canada

Doctor O'Brien will present cutting-edge research that links transportation, planning and happiness. Participants will be encouraged to consider how we can create communities that foster or fracture our sense of well-being.

4:15 P.M.

Closing Remarks and Prize Drawing –

You Must Be Present to Win

Prizes to help you be healthier!



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REGISTRATION FORM

REGISTRATION INSTRUCTIONS

1. Type or print clearly.
2. To ensure the early registration rate of \$75, (\$65/person for teams of four or more) this form must be received by **October 29**. Payment may follow in the mail. Registration forms received after **October 29** will be subject to the full registration fee of \$125 (\$90/person for teams).
3. A confirmation will be sent.
- *4. Each team member should complete this form and list the name of the team and all its members. You may copy this form.

4. Return this form by mail or fax to:

**DESIGNING HEALTHY, LIVABLE
COMMUNITIES CONFERENCE**
c/o Diversified Management Services
P.O. Box 423 Eaton Rapids, MI 48827
FAX: 517-663-5245

PAYMENT INSTRUCTIONS

1. Payment must be made by check, money order, VISA or Mastercard.
2. Make your check or money order payable to: **Healthy Communities Conference**. The federal tax identification number is 38-3306727.

| | | |
|--------------|--------|----------|
| NAME | DEGREE | TITLE |
| ORGANIZATION | | |
| ADDRESS | | |
| CITY | STATE | ZIP CODE |
| TELEPHONE | FAX | E-MAIL |

PAYMENT INFORMATION

| Category | Early Rate (by October 29) | Full Rate (after October 29) |
|--|----------------------------|------------------------------|
| Individual | \$75 | \$125 |
| Team* | \$65 | \$90 |
| The team "name" should be your organization, community, etc. | * Team name: _____ | |
| | Team members: | 1. _____ |
| | | 2. _____ |
| | | 3. _____ |
| | | 4. _____ |

- ☐ Check # _____ is enclosed
- ☐ Credit card payment ☐ VISA ☐ Mastercard
- Credit card number _____ Expiration date: _____
- Name on card: _____
- ☐ Sponsor using complimentary registration—no charge.
- ☐ Committee/Planning Partner—no charge.
- ☐ Please invoice me. (Payment MUST be received by the conference date.)

ADDITIONAL INFORMATION

Please complete ALL the following information.

Luncheon Selection:

- ☐ Chicken ☐ Salmon ☐ Vegetarian

Workshop Information:

Please indicate the session number of the two workshops you plan to attend:

10:30 a.m.: Session # _____

1:30 p.m.: Session # _____

- ☐ I have the following physical requirements:

- ☐ I have the following dietary restrictions:

- ☐ You MAY include my name and address as it appears on this registration form in the conference program.
- ☐ I do NOT wish to have my name included in the conference program.
- ☐ Send me information on sponsorship and exhibitor opportunities to help support the conference.



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P.O. Box 423
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M O N D A Y

NOVEMBER 8, 2004

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East Lansing, Michigan**

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and eat right!*

**EARLY REGISTRATION DEADLINE
IS OCTOBER 29, 2004.**

Website: www.michigan.gov/cvh